

OCTOBER/NOVEMBER 1988

Comdex Opens

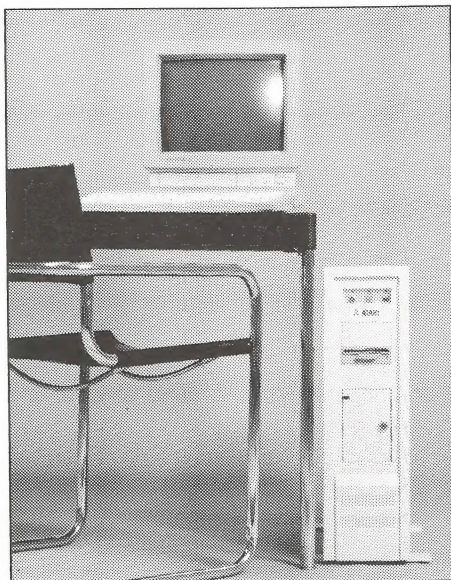
Atari Begins U.S. Market Push

Atari's attack on the U.S. computer market is happening! Atari launches a fullscale marketing assault on America at the Fall 1988 Comdex show, with new products, sales, and marketing programs. Atari's Comdex exhibit is its largest ever, occupying the 6,000-square foot Gold Room at the Las Vegas Convention Center.

Atari is reentering the U.S. marketplace, and the Comdex show, held November 14-18, provides the perfect opportunity for the company to make a statement to dealers and the industry. Atari plans to show such exciting new software packages as DeskSet II and UltraScript, and high-tech hardware like the MEGAFILE 30 and MEGAFILE 60 high-capacity disk drives, the portable Laptop computer and the Atari Transputer Workstation.

Atari President Sam Tramiel has stated that in 1989, Atari will establish itself as one of the major computer companies in the U.S. The DRAM shortage has lessened, allowing increased production. The promotional program which commenced in September has gained momentum, leading the way to increased sales. Atari is signing up new dealers daily and upgrading existing dealers to carry MEGA products in addition to the 520 and 1040ST. Atari is providing dealers with more support than ever before, including additional staff and more field sales representatives. Atari executives, including Sam Tramiel, will meet with dealers at Comdex to discuss Atari's marketing and sales efforts and plans for the future.

For Comdex, Atari has amassed a full line-up of software solutions for business, desktop publishing, CAD, graphics, MIDI, education, communications, and entertainment. The entire Atari computer product line will be



The Atari Transputer Workstation and multisync monitor

displayed. Continuous product demonstrations will take place on a stage at the center of the Gold Room. Multi-media productions will showcase various software applications. And a surprise event, featuring a professional and entertaining application of Atari products, is scheduled for Wednesday afternoon. Don't miss it!

Desktop Publishing. Atari will be showing DeskSet II, a professional-level desktop publishing system that offers flexibility and versatility in

working with text and graphics. Atari will also be showing UltraScript, the revolutionary new Postscript emulator for the MEGA 2 or MEGA 4 and Atari SLM804 laser printer. UltraScript enables the Atari to produce Postscript-quality type or process Postscript files from another system.

Computer Systems. At Comdex, Atari will be demonstrating the ST Laptop portable computer. Equipped with all of the capabilities of the Atari ST, including TOS in ROM, the Laptop will offer the convenience and versatility of a portable computer at an attractive price. The Laptop contains a full ST keyboard, and features a built-in track ball for use as the ST mouse. The 640 X 400 liquid crystal display is compatible with Atari's SM124 monochrome monitor. The unit contains an internal double-sided floppy disk drive, with the option of adding either a second floppy drive or a 20-megabyte

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Promotions Bring Dealers Increased Sales

Atari's Fall promotion, announced last month, is just part of Atari's new plan for the U.S. market. Atari is offering dealers retail pricing and advertising dollars guaranteed to sell computers. Dealer and consumer response to the promotion has been good. "Overall, the promotion has been meeting or exceeding our sales expectations," said Mike Dendo, vice president of sales. "As a result of the new MEGA 2 and desktop publishing promotions, our dealers have been able to upgrade many current customers to the more powerful solutions. Dealers also have been selling more to a power-oriented home user, and the small business person."

Regional advertising has already appeared featuring the 520STFM, MEGA 2 and Atari Desktop Publishing systems. Advertising slicks have been sent to all dealers, and television spots are available on a regional basis.

The MEGA 2 promotion offers a monochrome system at only \$1299 for a limited time. "The MEGA 2 is a very strong product and a very strong value," said Dendo. "As a result of the promotion, many Atari dealers have been upgrading to become Business Computer Centers, authorized to sell and service MEGA computers. We also continue to sign up new BCCs, including a lot of music stores." The special MEGA 2 price gives dealers a strong hardware solution compared to any computer in the Macintosh line.

Atari is providing dealers with a program that addresses advertising and price/performance needs in all of its new promotions. For example, the "Home Education" package includes a 520STFM with a double-sided internal disk drive, color monitor, two Bentley Bear educational titles, Atari's Home

Planetarium, and a sophisticated color graphics program, for a suggested retail price of \$849.95. A monochrome system, including Missile Command, BattleZone, and Microsoft Write, is \$649.95. Dendo believes 520ST sales will skyrocket as stores enter the Christmas season.

"I'm very happy with the promotion," said Dendo. "It's encouraging that dealers now consistently have product and are turning around inventory very quickly. This is due to the media plan in the cities and the fact that the MEGA products are such a strong value."

Several dealers across the country have instituted trade-in policies to sell even more computers. John Linton of L&Y Electronics in Wood Bridge, VA, takes trade-ins on used 520s and 1040s, upgrading the customer to a MEGA system. "People come looking for used systems all the time," said Linton. "People want to enter the market. And I'd like to sell the hardware as cheaply as possible so the customer will still buy software."

Brett Cramer, at the Computer Room in Fort Lauderdale, FL, will give his customers a certain amount towards the purchase of a MEGA for a fully functional 1040ST. The customer keeps his monitor and buys a MEGA. And Cramer can turn around and sell the 1040 with a new monitor and 90-day warranty. Cramer has sold a number of systems this way through word-of-mouth. He expects a bigger response once he begins advertising.

Cramer, in conjunction with three other dealers in his area qualified for advertising funds through Atari's Fall promotion. He has found good value buying time during the TV show, Star Trek: The Next Generation. He feels that the price for reaching this show's audience can't be beat, and encourages dealers in other parts of the country to look into it.

Dealers should contact their district managers for more information, or call Mike Dendo at (408) 745-2506.

Calendar

NOVEMBER

14-18: Nevada. Comdex '88, Las Vegas. Atari has reserved the Gold Room for its booth. Write the Registration Department, Comdex Fall, 300 First Avenue, Needham, MA 02194.

19: Idaho. Computer fair with participation by RACE. Recreation center, Mountain Home Air Force Base, Idaho. For more information, call George Julian, RACE Chairman, (208) 832-4851.

DECEMBER

3-4: New York. MIDI Expo, sponsored by Music, Computers & Software magazine. Atari and major MIDI developers will be exhibiting. Sheraton Centre, New York, New York. For more information, call (203) 259-5734.

JANUARY 1989

20-22: California. Winter NAMM International Music Market, Anaheim Convention Center, Anaheim, CA. Call National Association of Music Merchants, (619) 438-8001.

MEGAFILE 30 Now Shipping

Atari is now shipping MEGAFILE 30 hard drives with all MEGA 4 Desktop publishing packages, replacing the MEGAFILE 20 with the larger-capacity drive. The promotional retail price of the MEGA 4 package will remain at \$4395, with no extra cost to the dealer or to the consumer for the upgraded system.

Atari's new MEGAFILE 30 offers the convenience of high-capacity disk storage. Designed like Atari's new MEGAFILE 20 to fit with the MEGA's processing unit, the new drive offers a full 30 megabytes of memory.

Atari also has plans to introduce a MEGAFILE 60 drive.

Atari Offers Postscript Emulation

Atari will show UltraScript, a Postscript emulator for the Atari Desktop Publishing System, at Comdex this month. UltraScript is the new Postscript-compatible page description interpreter and software raster image processor for the Atari SLM804 laser

printer and MEGA 2 or MEGA 4 systems. SLM804 printers bundled with

UltraScript will be available before the end of the year, for approximately \$200 more than the current list price. UltraScript provides type quality that dramatically increases the versatility of the Atari Desktop Publishing System. UltraScript allows the SLM804

to produce high-quality gray scales and halftones.

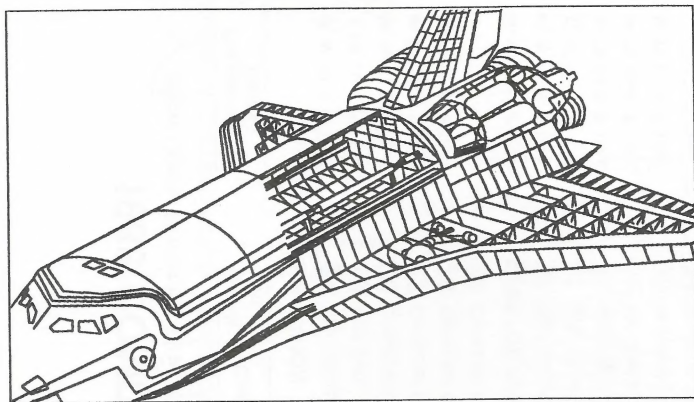
Type is treated as a raster image and can be manipulated, scaled or rotated.

UltraScript comes with 16 scalable fonts, including Lucida, Lucida Sans, Lucida Typewriter (roman, bold, italic, and boldface italic versions), Lucida Symbol, Lucida Hebrew, and

Lucida Hebrew Typewriter. The Lucida family was specifically designed to take advantage of the laser marking engines. Lucida has recently been licensed by Adobe for use with Postscript. Two font packages will be available with UltraScript, providing all of the Apple LaserWriter II fonts originally designed by ITC and Linotype for Adobe. These fonts include Helvetica, Courier, Times Roman, Palatino, Avant Garde, Bookman, New Century Schoolbook, Souvenir, Garamond, Zapf Chancery, Zapf Dingbats, and Symbol. Additional font packages will become available in the future.

To create Postscript-quality laser type, users could use Soft-Logik's PageStream (formerly Publishing Partner Professional) with an Atari Desktop Publishing System and UltraScript.

UltraScript was developed for Atari by the Santa Clara, CA-based Imagen, a subsidiary of QMS.



printer and MEGA 2 or MEGA 4 systems. SLM804 printers bundled with

lic, and boldface italic versions), Lucida Symbol, Lucida Hebrew, and

Atari Announces DeskSet II Desktop Typesetting

Atari will announce DeskSet II, their new high-end desktop typesetting package, at Comdex this month. Designed for use with Atari's MEGA computers and the Atari SLM804 laser printer, DeskSet II offers a low-cost, professional-level laser typesetting system.

DeskSet II uses the friendly GEM interface and most commands can be accessed with pull-down menus, icons, or key sequences. It contains a text editor with basic functions and an object-oriented draw package. It accepts ASCII text files although translation utilities will be available to port files from major word processing programs. Graphics may be imported in the standard .GEM or IMG format, as well as from common ST paint programs.

DeskSet II uses genuine Compugraphic scalable outline fonts, which can be set in half-point sizes from 5 to

127 point. The font data includes automatic kerning and user-definable kerning pairs; reverse video, condensed and expanded type is also available. When used with the Atari laser printer, the quality of DeskSet II's fonts is unsurpassable. Also of note is DeskSet II's ability to flow text into arbitrarily-shaped regions or around graphic regions or images.

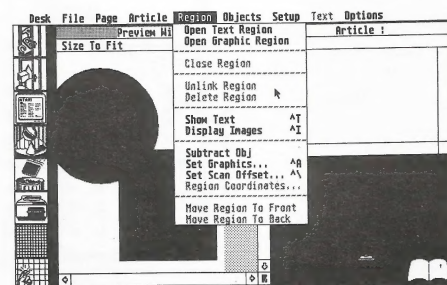
DeskSet II's WYSIWYG screen is generated from the same scalable outline font data that is used for printing. The user will be able to see onscreen the actual kerning and letterspacing, identical to the look of the final printed page.

DeskSet II offers linguistic-based hyphenation in eight languages with user-modifiable exception dictionaries; automatic and manual character compensation; floating tabs; auto tabs; minimum, maximum, and preferred

settings for wordspace and letterspace expansion; pagination with widow and orphan control; rules, boxes, and other graphics; and automatic indents.

DeskSet II was developed in conjunction with G.O. Graphics, a Massachusetts-based firm which has developed a similar product for MS-DOS machines.

Atari's DeskSet II should be ready to ship by the end of the year. Suggested retail price will be \$299.95.

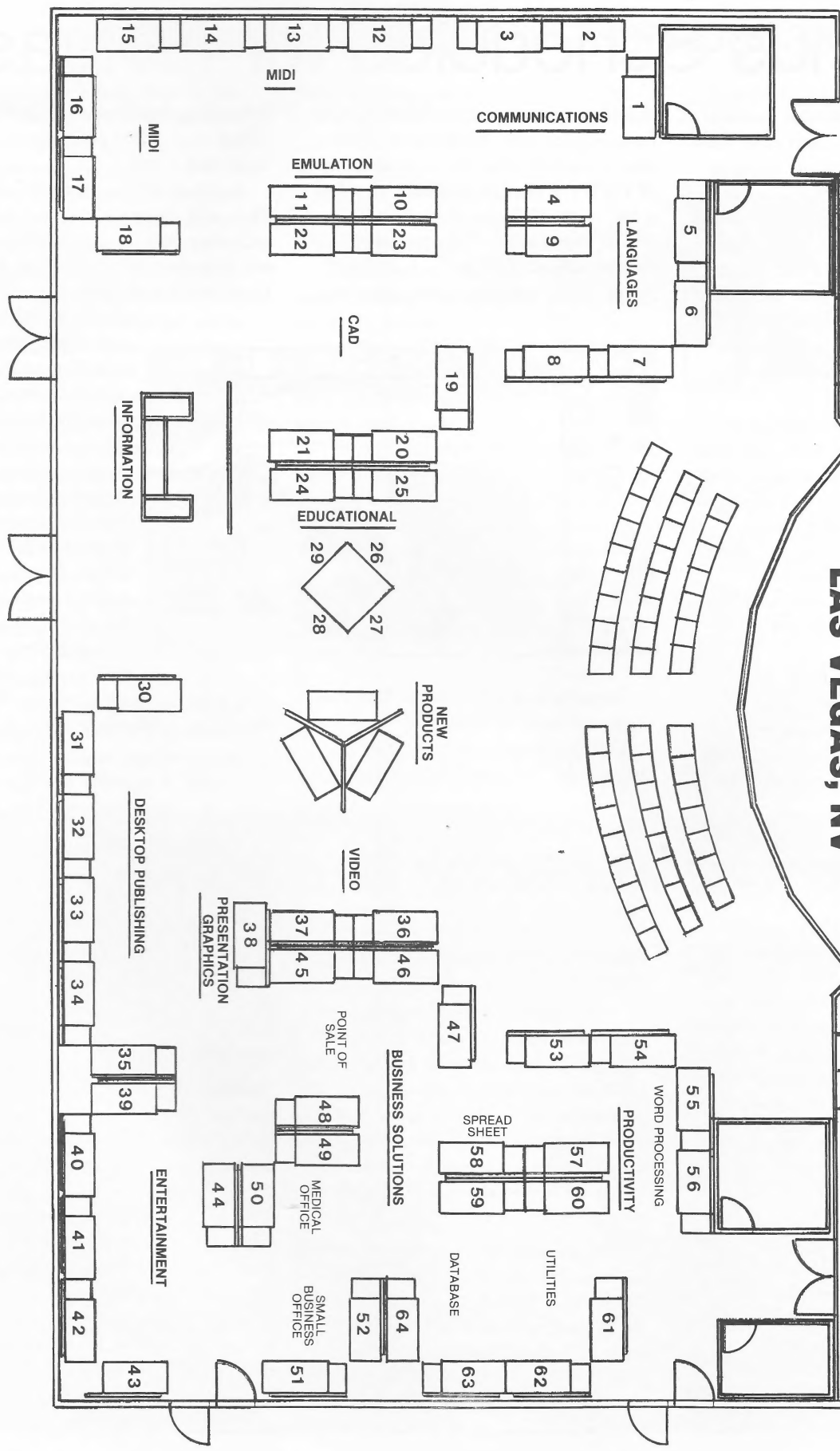


1988 COMDEX BOOTH SCHEDULE

Show Opens November 14 at 10:30 AM, presentations on Monday begin at this time.

Booth • Company No.	Presentation Times	Booth • Company No.	Presentation Times	Booth • Company No.	Presentation Times
COMMUNICATIONS:					
1 Computer Fenestrations	M, W 10-5; F 10-1	24 Atari (Educational Software)	M-Th 10-5; F 10-4	BUSINESS SOLUTIONS:	
1 Nite Lite Systems	T, Th 10-5; F 1-4	25 First Byte	M-Th 10-5; F 10-4	Point of Sale	
2 GENie	M-Th 10-5; F 10-4	26 Computer Curriculum Corp.	M-Th 10-5; F 10-4	45 Datafree Industries	M-Th 10-5; F 10-4
3 Intersect Software Corp.	M-Th 10-5; F 10-4	27 Computer Curriculum Corp.	M-Th 10-5; F 10-4	46 Nice and Software, Inc.	M-Th 10-5; F 10-4
4 Quantum Microsystems, Inc.	M-Th 10-5; F 10-4	28 Computer Curriculum Corp.	M-Th 10-5; F 10-4	47 Turning Point Software	M-Th 10-5; F 10-4
LANGUAGES:					
5 Castech Software Systems	M-Th 10-5; F 10-4	29 Computer Curriculum Corp.	M-Th 10-5; F 10-4	48 ViewTouch	M-Th 10-5; F 10-4
6 ICD, Inc.	M, W 10-5; F 10-1	DESKTOP PUBLISHING:		Medical Office	
6 MegaMax, Inc.	T, Th 10-5; F 1-4	30 Atari (DeskSet)	M-Th 10-5; F 10-4	49 Biolog Systems*	M-Th 10-5; F 10-4
7 Inferences*	M-Th 10-5; F 10-4	31 Atari (UltraScript)	M-Th 10-5; F 10-4	50 Visi-Comp Systems, Inc.	M-Th 10-5; F 10-4
8 Mark Williams	M-Th 10-5; F 10-4	31 Soft-Logic Corp.	M-Th 10-5; F 10-4	Small Business Office	
9 Omikron*	M-Th 10-5; F 10-4	32 ISD Marketing	M-Th 10-5; F 10-4	51 Best, Inc.	M-Th 10-5; F 10-4
EMULATION:					
10 Atari (PC Ditto)	M-Th 10-5; F 10-4	33 Mirrosoft*	M-Th 10-5; F 10-4	52 Versasoft Corp.	M-Th 10-5; F 10-4
10 Gadgets by Small, Inc.	M-Th 10-5; F 10-4	34 Navarone Industries	M, W 10-5; F 10-1	PRODUCTIVITY:	
11 TOZD KOOPERACIJA*	M-Th 10-5; F 10-4	34 Seymour-Radix	T, Th 10-5; F 1-4	Word Processing	
MIDI:					
12 D.L.R.*	M-Th 10-5; F 10-4	35 Timeworks, Inc.	M-Th 10-5; F 10-4	53 Application Systems*	M-Th 10-5; F 10-4
13 Dr. T's Music Software	M-Th 10-5; F 10-4	VIDEO:		54 Atari (Microsoft Write)	M-Th 10-5; F 10-4
14 Electronic Courseware Systems	M-Th 10-5; F 10-4	36 Antic Publishing (Cyber Studio)	M-Th 10-5; F 10-4	55 SBT	M-Th 10-5; F 10-4
15 Passport Designs	M-Th 10-5; F 10-4	36 Wuztek	M-Th 10-5; F 10-4	56 Neocept, Inc.	M-Th 10-5; F 10-4
16 Legend Software Systems*	M, W 10-5; F 10-1	37 GENlock	M-Th 10-5; F 10-4	57 WordPerfect Corp.	M-Th 10-5; F 10-4
16 Midisoft	T, Th 10-5; F 1-4	PRESENTATION GRAPHICS:		Spread Sheet	
17 Russ Jones (Steinberg)	M, W 10-5; F 10-1	38 Nerki*	M-Th 10-5; F 10-4	58 Logical Design Works, Inc.	M-Th 10-5; F 10-4
17 Hybrid Arts	T, Th 10-5; F 1-4	ENTERTAINMENT:		Database	
18 Sonus Corp.	M-Th 10-5; F 10-4	39 Atari (Games)	M-Th 10-5; F 10-4	59 Adimens*	M, W 10-5; F 10-1
CAD:					
19 Antic Publishing, Inc.	M-Th 10-5; F 10-4	39 Broderbund	M-Th 10-5; F 10-4	59 Regent Software	T, Th 10-5; F 1-4
20 Human Technologies*	M-Th 10-5; F 10-4	40 Electronic Arts	M-Th 10-5; F 10-4	60 Precision*	M-Th 10-5; F 10-4
21 ISD Marketing	M-Th 10-5; F 10-4	41 FTL Games	M-Th 10-5; F 10-4	61 Versasoft Corp.	M-Th 10-5; F 10-4
22 Foresight	M-Th 10-5; F 10-4	42 Michtron	M-Th 10-5; F 10-4	Utilities	
23 Michtron	M-Th 10-5; F 10-4	43 S. CA Astra Systems, Inc.	M-Th 10-5; F 10-4	62 Abacus	M-Th 10-5; F 10-4
		44 Hybrid Arts	M-Th 10-5; F 10-4	63 Intersect Software Corp.	M-Th 10-5; F 10-4
				64 Upgrade*	M-Th 10-5; F 10-4
				*European Developers	

COMDEX FALL '88 **ATARI CORPORATION** **GOLD ROOM PRESENTATION** **LAS VEGAS, NV**



Calamus Scheduled for Release

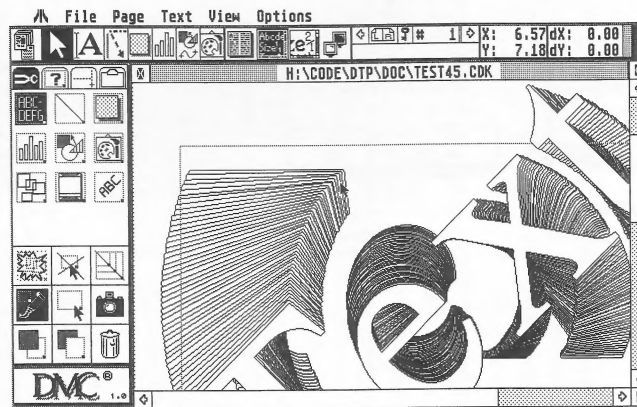
Calamus, the long-awaited desktop publishing program for Atari computers, is scheduled to begin shipping this month.

Personal Publishing magazine called it "probably the most advanced page layout program for the ST/MEGA and one of the most advanced desktop publishing programs for any machine..." Users have been eagerly awaiting its release since early versions were first shown at Comdex a year ago.

Calamus provides text and document processing, design tools, and page layout capabilities. Calamus uses a full GEM interface with mouse or keyboard commands. The text editor allows direct text input into the layout, word processing capabilities, footnotes, algorithmic hyphenation, and a dictionary for text correction and word division.

Calamus uses vector fonts as opposed to Postscript-type fonts. It offers outline fonts for screen and output devices, printer preview, automatic kerning, manual kerning and stretching,

and simultaneous use of different typefaces limited only by memory. Calamus is said to offer the most realistic WYSIWYG display available. It offers a full array of layout format and layout design capabilities. Calamus provides for the output of PDL, such as Postscript, DDL, interpress, and linotype.



Calamus will retail in the U.S. for a suggested price of \$299.95.

Calamus began selling in Europe last month. "It's nuts," said Nathan

Potechkin, president of ISD Marketing. "They sold 3,000 packages in the first week and a half."

A future version, called Calamus Plus, will integrate even more features, including built-in presentation graphics and bitmap graphics to rival Adobe Illustrator for the Mac. In addition to

all of the original Calamus capabilities, Calamus Plus contains a complete charting program for business graphics, a complete vector graphic editing program, including bezier curves; and a complete paint program with up to 16 colors. It will also have a direct connect option for phototypesetting. Calamus Plus requires the use of a MEGA

computer, and will retail for \$449.95. It should be available in early 1989.

Personal Publishing Reviews Atari

Personal Publishing, the popular magazine for desktop publishers, has launched a three-part, in-depth review of Atari's desktop publishing system. Beginning with the September 1988 issue and continuing through November, the review covers available software, hardware and effectiveness.

The series is favorable overall and provides a good in-depth look at the Atari MEGA 4 and SLM804 laser printer. The first installment looks at page makeup software, including Soft-Logik's Publishing Partner and Timework's Publisher ST. The second installment discusses the hardware and systems software and how they interface with the SLM804 laser printer. And the third installment, just released, takes a look at

other important elements, such as word processors, draw programs and paint programs.

"The Atari ST is finally coming of age as a platform for desktop publishing," writes Eric Durbrow in the article. "Not only is desktop publishing possible on an Atari ST, it is possible to build a respectable system without sacrificing as much money as you would for a Macintosh or PC-based system."

The article notes that Atari offers hardware bundles at attractive prices. Currently, a MEGA 2 Desktop Publishing System, with two megabytes of memory, monochrome monitor, laser printer, Microsoft Write, LDW Power, and a terminal emulator, is offered for

a suggested retail price of \$3095. The MEGA 4 System, with four megabytes of RAM, monochrome monitor, laser printer, Timework's Desktop Publisher ST and a terminal emulator, retails for a suggested \$4395.

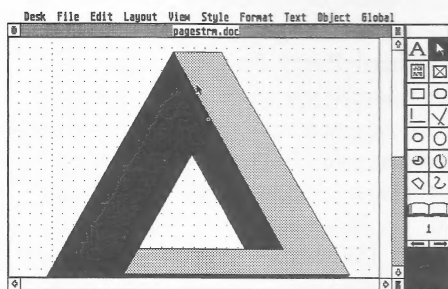
In a concurrent review of Commodore's Amiga system, Personal Publishing states, "We can't say that the Amiga is our machine of choice for desktop publishing. Our biggest problem is its display. The resolution is not high, and in its high-resolution mode, the flicker is intolerable." The article continues to say, "The system software is also a problem--no workable laser printer drivers, and no screen fonts to correspond to laser fonts."

Desktop Publishing: Atari Update

Atari has come a long way in the desktop publishing world. In the last year several high-end desktop publishing packages have been released for the Atari system; the industry's top magazine, Personal Publishing, has acknowledged its strength; and industry analyst Andrew Seybold has blessed its abilities. At this year's COMDEX, Atari is showing UltraScript, Postscript emulation for the SLM804 laser printer, as well as DeskSet II, a desktop typesetting program for professional-level users. These and other new products open new corners of the business market to Atari, and firmly establish Atari's future as a leader in desktop publishing.

PageStream

PageStream is an upgrade of the popular Publishing Partner program. A version of this much-awaited program began shipping in late October. It incorporates typographical features, word processing, page-layout, and graphics, and offers such unique capabilities as color separation of pictures within documents and color printing.



Soft-Logik's PageStream

Word processing features include spell checking, and search and replace by attributes. Automatic kerning can be performed to 1/10,000 of an em. Text flow around irregular graphics can be performed with definable standoff. Ten scalable fonts are included with the program. Character sizes may vary from 1/50th of a point to 1310 points. Both text and graphics can be rotated

three ways in one degree increments.

PageStream is Postscript-compatible and works with Atari's new UltraScript product. Suggested retail price for PageStream is \$199.95.

Publisher ST

Timework's continues to offer the solid Desktop Publisher ST program, currently featured in Atari's MEGA4-based Desktop Publishing promotion. Publisher uses a true GEM-based interface and offers word-processing, page layout, and graphics, with a WYSIWYG display. This product works quickly with Atari's SLM804 printer, and is compatible with GDOS fonts. A family of Accessory Packs is available for \$39.95, offering graphic images of Symbols & Slogans, Educational Graphics, and People, Places, & Things. The program itself retails for \$129.95.

Touch-Up

Migraph, the makers of Easy-Draw, has offered a number of graphics products for desktop publishers. Now Migraph has announced Touch-Up, a comprehensive image design tool for producing high-resolution bit-mapped graphics on the Atari ST. It combines a wide range of drawing tools with special effects, outline font technology, and screen editing functions, accessible to all levels of users.

Touch-Up contains all of the common drawing tools for basic shapes, and a freehand sketch tool for added creativity. Touch-Up can draw flexible and complex Bezier, B-spline, and cubic curves. And it contains a memory buffer to allow creation and editing of images larger than the screen.

Touch-up gives the user the ability to select and edit .GEM and .IMG image files, including process control for masking, edging, contrast and brightness. It is expandable for future support of popular scanners.

Touch-Up will begin shipping in December.



Migraph's Touch-Up

ST Scan

Navarone Industries offers another key component of the Atari Desktop Publishing System with ST Scan. Consisting of a high-speed interface and a Canon Image Scanner, the package allows the user to digitize photographs, line art, or other types of images with an Atari computer.

The ST Scan package supports Degas, .IMG, and Postscript image formats, in resolutions of 75 to 300 dpi. The latest version of ST-Scan also allows you to print images directly to the Atari SLM804 printer, using the scanner like a copy machine.

The ST-Scan packages, including a single sheet scanner, retails for \$1239; a flatbed scanner package retails for \$1779.

Navarone also offers the ST-Video Digitizer. Using your VCR or video camera, the ST-Video Digitizer can capture single frames in 2, 4, or 8 grey scales, with resolutions of up to 320 X 250. It uses standard NTSC, PAL, or SECAM 1 composite video signals, and saves pictures in Degas or Neochrome formats. The digitized images can then be placed into many popular desktop publishing and graphics editing programs. Just plug the hardware in your ST or MEGA's cartridge slot, and plug your video signal into the digitizer's standard RCA video jack. Suggested retail price is \$79.95.

MEGA 2 Compares to Mac SE!

Comdex

"But even a cursory examination of the system we received from Atari shows that the MEGA is no toy in terms of technology or price. The MEGA compares very favorably with the Macintosh SE in terms of technology, having the edge in several areas including standard RAM (four megabytes versus one megabyte, display size (12 inches versus 9 inches), resolution (640 X 400 versus 512 X 342 pixels), and its low-cost color option. As seen in the product specification...it provides a potentially powerful hardware platform for professional computing."

- Andrew Seybold's *Outlook on Professional Computing*, September 30, 1988

The MEGA 2 has been recently featured as part of Atari's Fall promotion. Offering advanced features like two megabytes of memory and a detachable keyboard, the MEGA2 is now being sold for a limited time for a promotional price of \$1299.95, over \$400 off regular retail.

The MEGA 2 has numerous features that make it a winner against any computer. Recent advertisements running in newspapers across the country compares the MEGA 2 computer to the Macintosh SE. As you can see, the Atari is the obvious choice--more features and more power for your money!

	MEGA 2	Macintosh SE
Processor	68000	68000
Clock Speed	8.0 MHz	7.16 MHz
Graphics Accelerator Chip	Yes	No
Standard RAM	2 MB	1 MB
Monochrome Monitor Size	12 inch	9 inch
Max Resolution	640 X 400	512 X 342
Color Palette	512	N/A
Max Colors on Screen	16	N/A
Centronics Parallel Port	Yes	No
RS232 Serial Port	Yes	Yes
Mouse Port	Yes	Yes
Mouse Included	Yes	Yes
Number of Buttons	2	1
Joystick Port	Yes	No
Hard Disk Port	Yes	Yes
Built-in MIDI ports	Yes	No
Keyboard Included	Yes	No

The MEGA2 includes standard equipment like a double sided 3.5 inch disk drive that is capable of reading and writing to MS-DOS disks, a full featured keyboard that includes a numeric keypad and cursor control keys, a two button mouse, and a high resolution monochrome monitor. It's easy to see that the Atari MEGA 2 provides more computing power and features for an attractive price.

continued from page 1

hard drive. The unit will contain all standard ST ports and interfaces, including MIDI ports. A monitor port allows the user to connect a standard Atari monitor while at a desk. These features make the Laptop especially attractive for the business and music markets.

Atari will also be demonstrating the Atari Transputer Workstation (ATW). This powerful computer is based on one of the world's fastest processors, the Inmos T800 transputer. Atari has combined processor power with a high-resolution graphics sub-system to produce a low cost but high specification general purpose workstation. The ATW will exploit the potential offered by both parallel processing and the use of multiple processors. The speed and power of the system will make it suitable for applications such as desktop publishing, simulation, macro modeling, robotics, and speech synthesis. The high specification video output makes the ATW good for image processing, CAD, and TV and film work. Initial shipments of the ATW have already been made to developers. The price of the ATW is targeted below \$10,000.

Third-Party Support. More than fifty developers share Atari's booth to showcase new applications for business, desktop publishing, CAD, and music. Developers include Antic Publishing, Dr. T's Music Software, Gadgets by Small, ISD Marketing, Logical Design Works, Passport Designs, Soft-Logik, TimeWorks, Versasoft, and WordPerfect. Key Atari personnel will be meeting with all developers to tell them of Atari's future plans.

Come see the future at Comdex!

EDITOR: ELIZABETH SHOOK

Please send comments, including promotional ideas, best-selling software lists, and other items of interest to: Elizabeth Shook, Newsletter Editor, Atari Computer, 1196 Borregas Avenue, Sunnyvale, CA 94086. (408) 745-2507. GENie: Atari.

This issue of the Atari Dealer News was produced with an Atari Desktop Publishing System, including a MEGA4 computer, SH204 hard drive, SLM804 laser printer, Timework's Desktop Publisher ST, and Microsoft Write.

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